



# Covid-19 Response Roundtable





# Covid-19 Response Roundtable

**Alejandra Sotelo-Solis**

Mayor of National City





# Covid-19 Response Roundtable

**Stephanie Guichard**

Senior Economist SANDAG



# SAN DIEGO REGION-NATIONAL CITY ECONOMIC UPDATE



## National City COVID-19 Response Roundtable

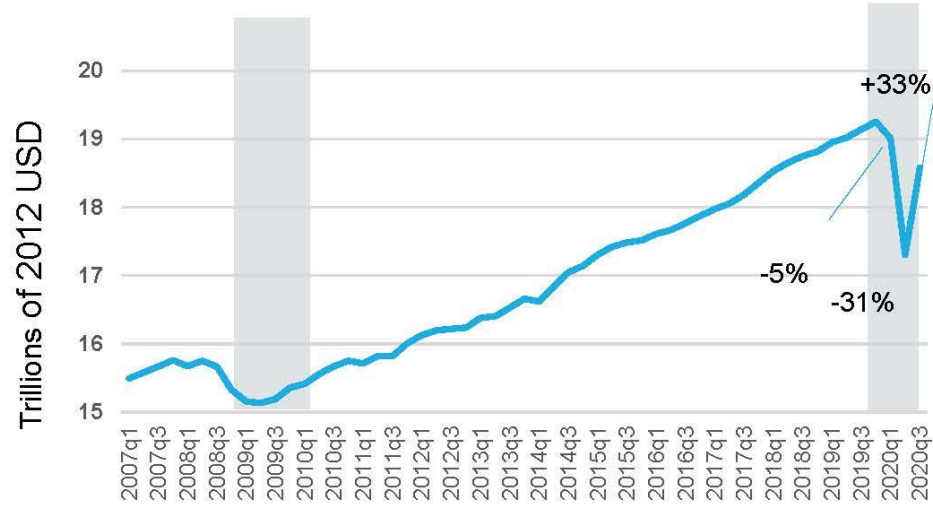
December 7, 2020

Presented by  
Stephanie Guichard, Senior Economist



# THE U.S. RECOVERY WILL TAKE TIME

## US Gross Domestic Product

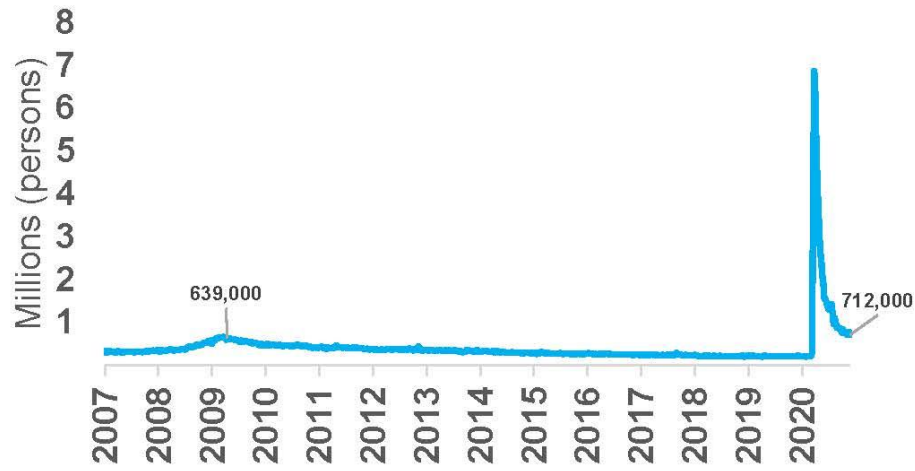


## US Gross Domestic Product

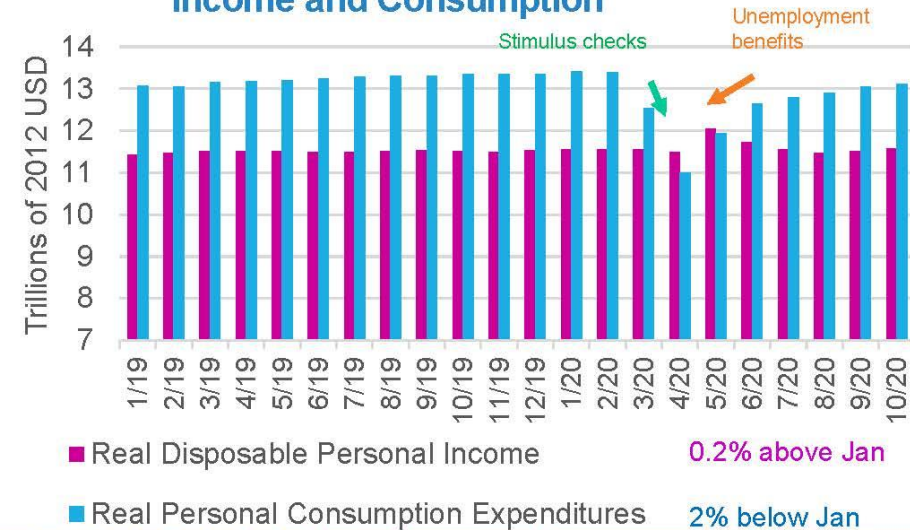
Average of 11 National Forecasts (10/15 to 12/01)



## Weekly Unemployment Insurance Claims

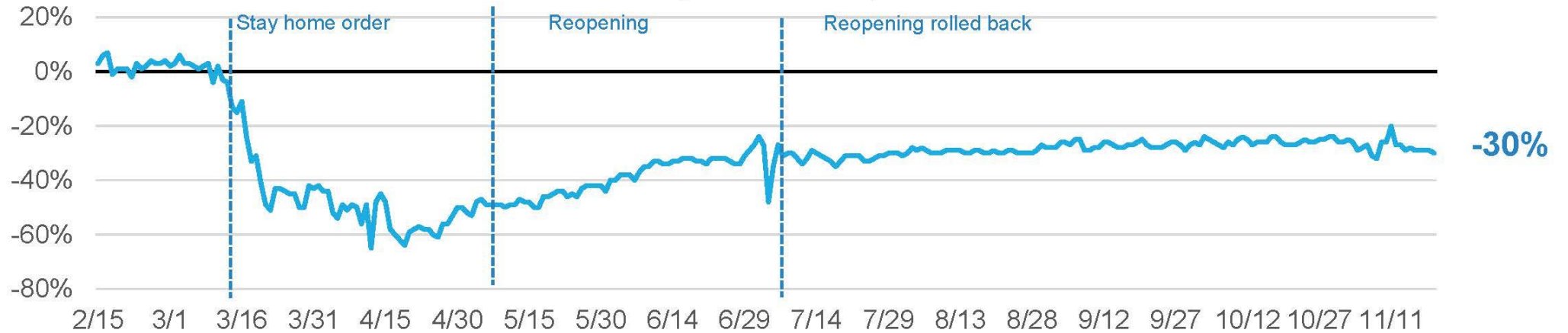


## Income and Consumption

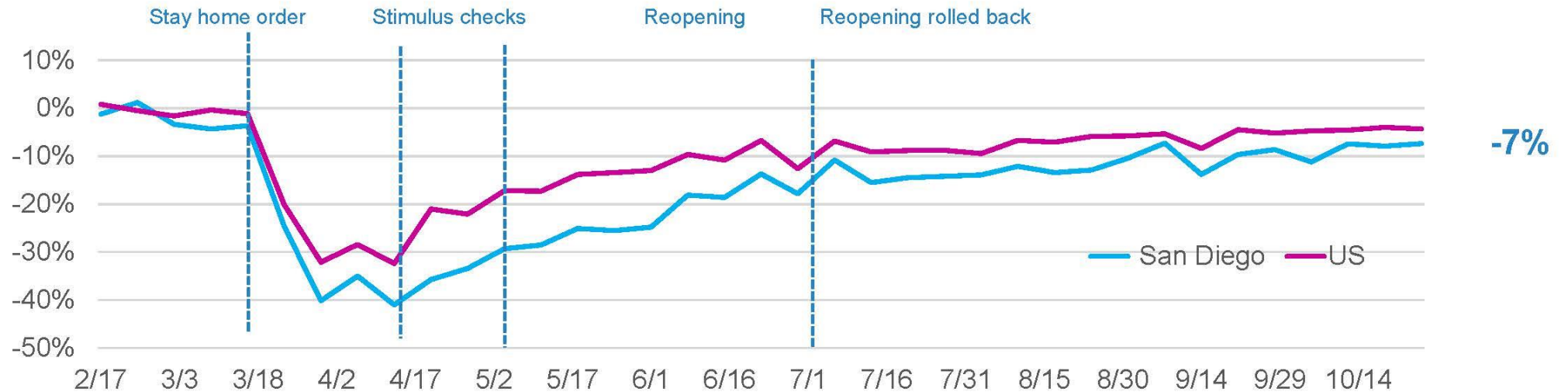


# SAN DIEGO REGIONAL ECONOMY: STILL A LONG WAY TO GO

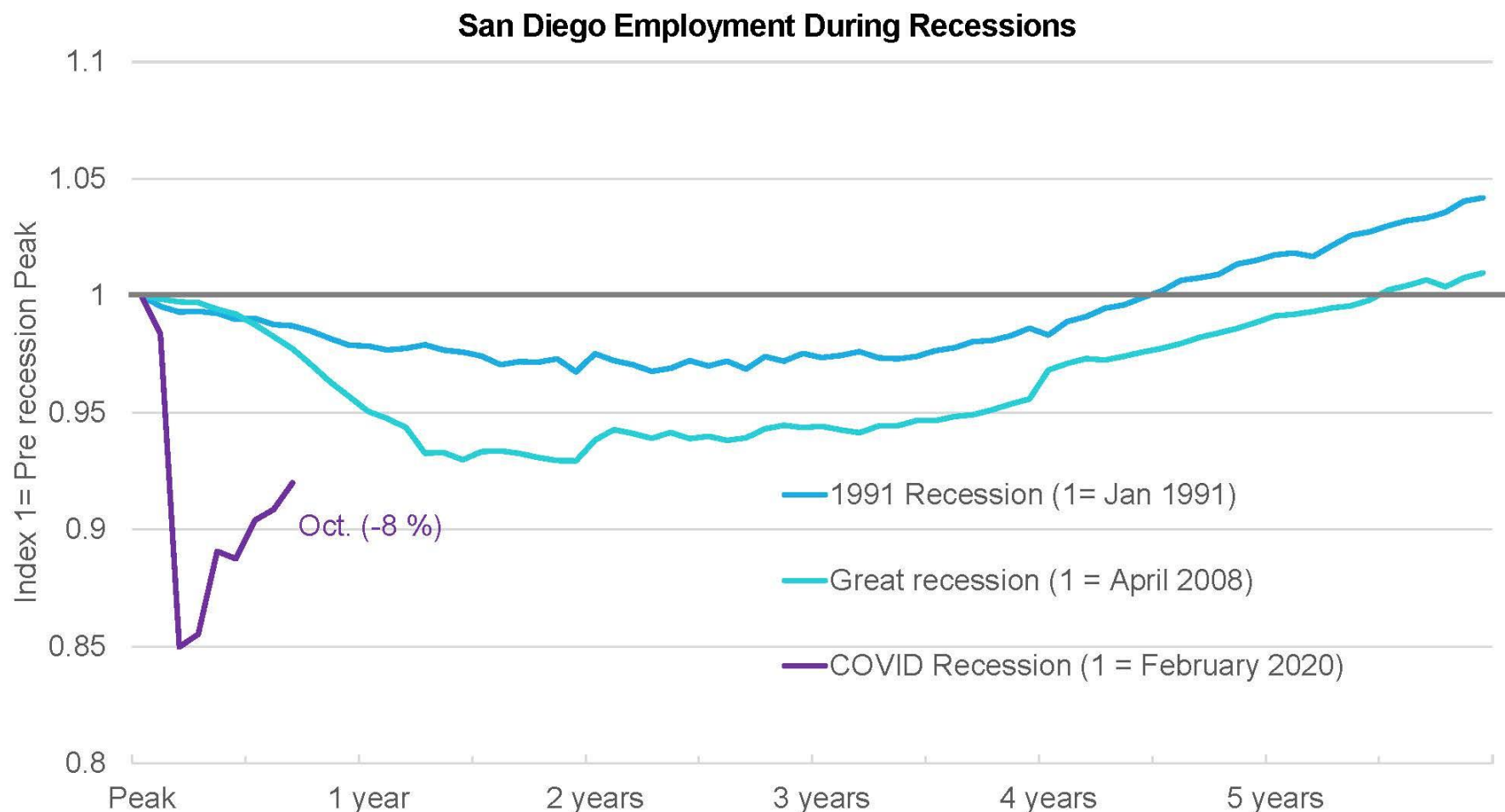
Visits to restaurants, cafes, shopping malls, theme parks, museums, libraries, and movie theaters,  
% Change from January



Credit/Debit Card Spending, % Change from January

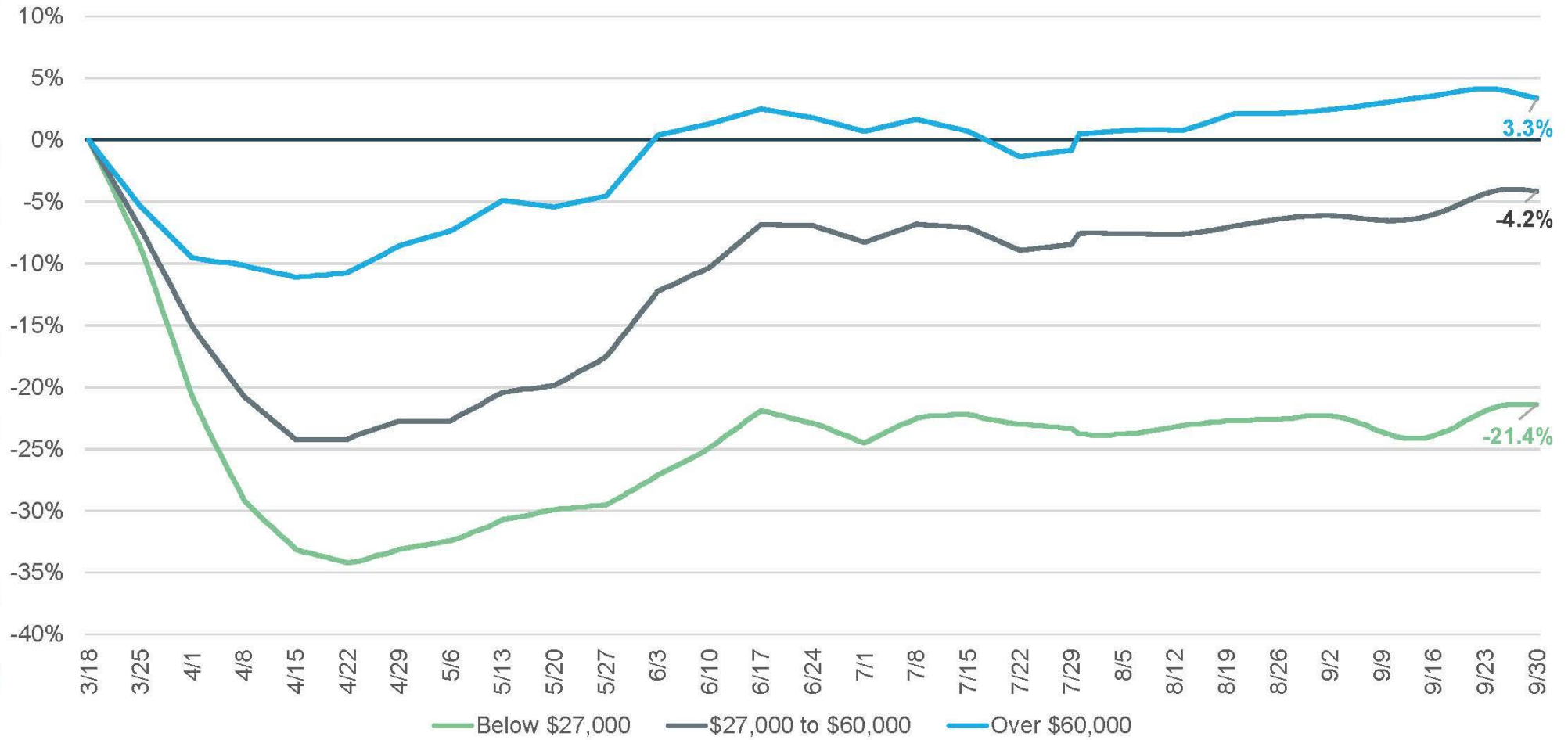


# SAN DIEGO REGIONAL ECONOMY: STILL A LONG WAY TO GO





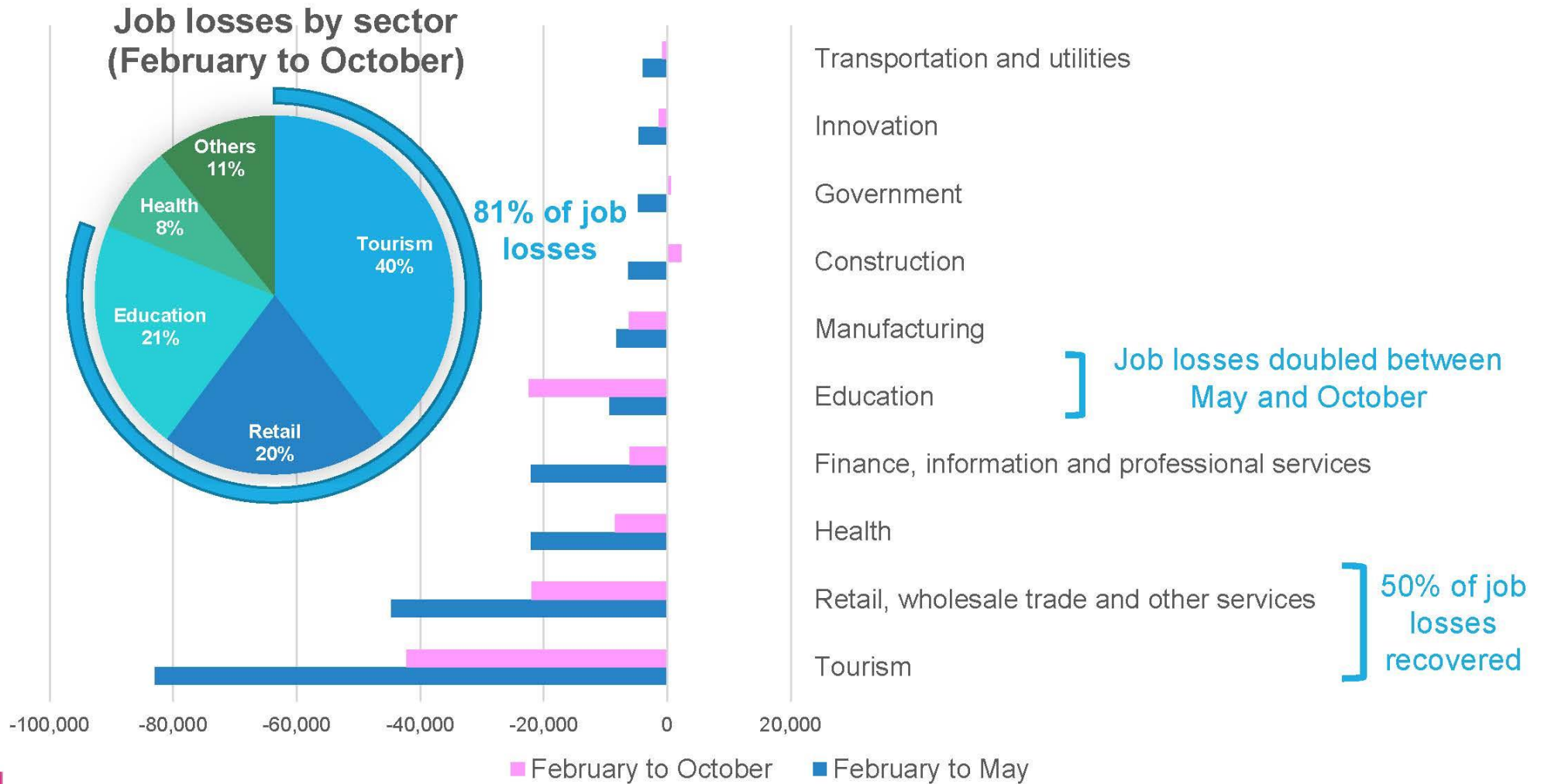
# PERCENT CHANGE IN EMPLOYMENT BY INCOME CATEGORY IN THE SAN DIEGO REGION



Source: Estimates based on data from Opportunity Insights Economic Tracker based on research from Raj Chetty, John N. Friedman, Nathaniel Hendren, Michael Stepner, and the Opportunity Insights Team [tracktherecovery.org/](https://tracktherecovery.org/).



# TOURISM, RETAIL AND EDUCATION HAVE BEEN HIT THE HARDEST



Source: SANDAG estimates using Employment Development Department Industry employment Release date November 20, 2020

# JOB LOSS IN TOURISM, RETAIL, AND EDUCATION SECTORS

**81% of job loss** due to COVID-19 was in the tourism, retail, and education sectors

## TOURISM

### Pre-COVID

13% of regional employment  
202,500 jobs

**Overrepresented groups (share in the sector larger than the share in employment)**

- Female
- Youth (16-24)
- Hispanic

## RETAIL

### Pre-COVID

15% of regional employment  
245,400 jobs

### Overrepresented groups

- Female
- Youth (16-24)
- Hispanic

## EDUCATION

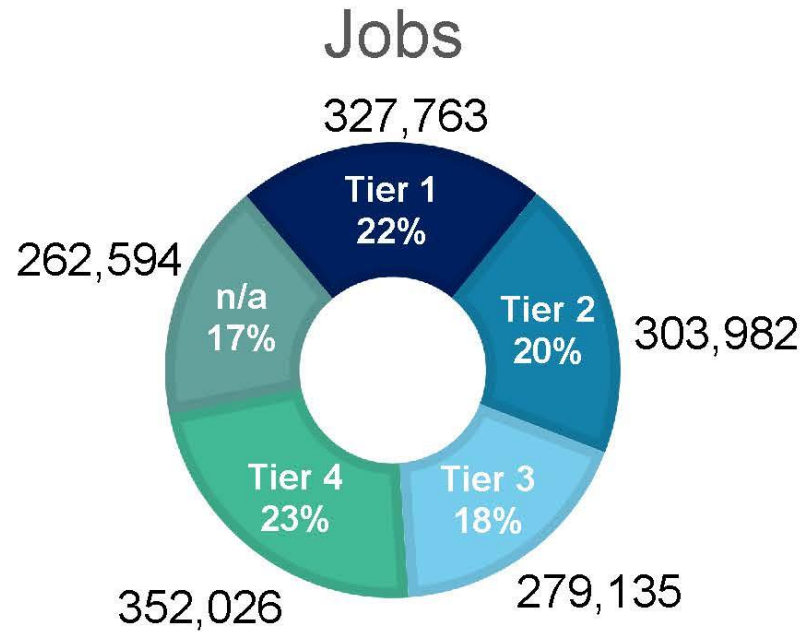
### Pre-COVID

- 9% of regional employment
- 144,000 jobs

### Overrepresented groups

- Female
- Black
- White

# SAN DIEGO REGION EMPLOYMENT CENTERS



## National City Employment Center

**33,660**  
employees

**6th**  
largest  
employment  
center of the 79

**7.85**  
square miles

**4,288**  
employees  
per square mile

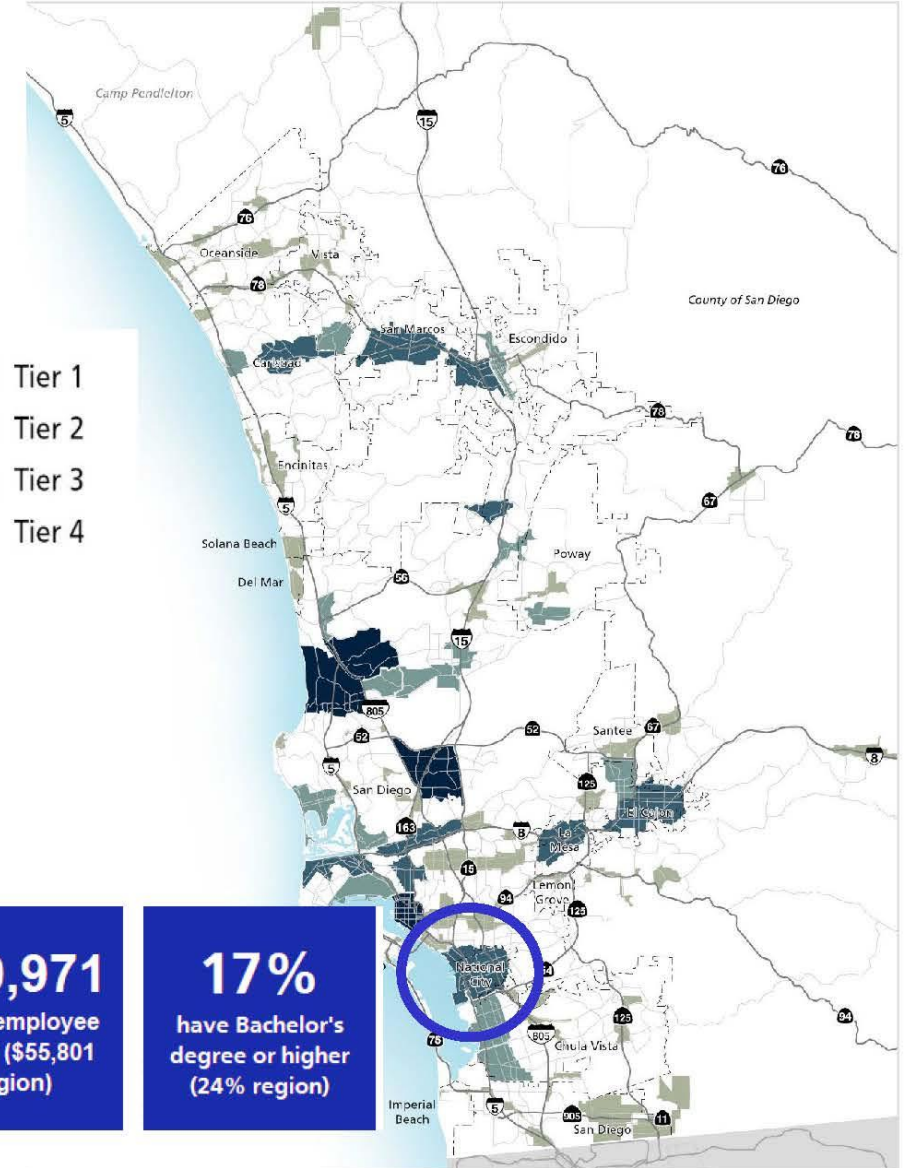
**10.6%**  
of employees  
in this employment  
center also live  
in this employment  
center

**\$40,971**  
mean employee  
salary (\$55,801  
region)

**17%**  
have Bachelor's  
degree or higher  
(24% region)

Sources: SANDAG Employment Estimates, 2016; LEHD LODS OD, 7.3, 2015

- Tier 1
- Tier 2
- Tier 3
- Tier 4



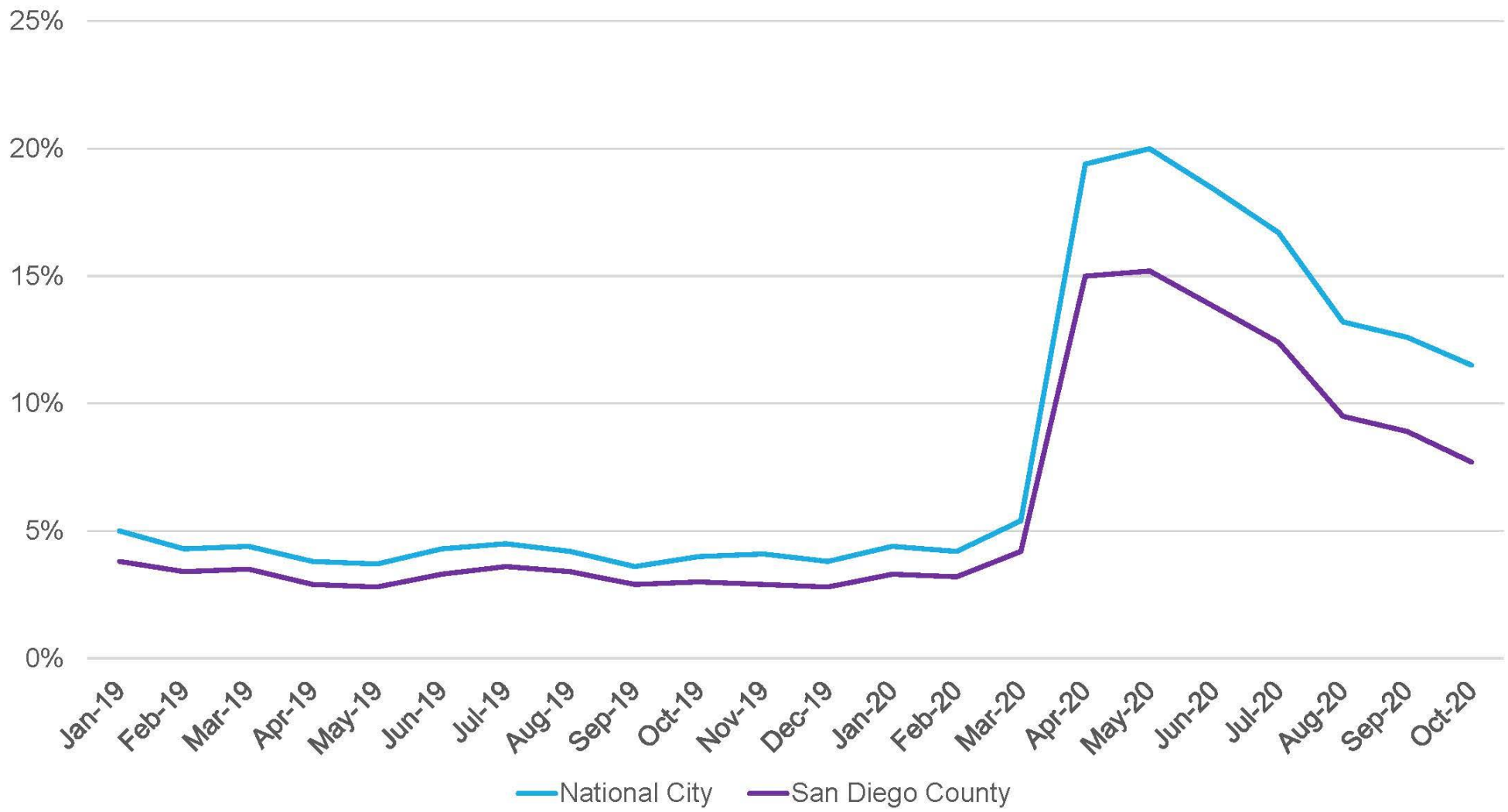


# NATIONAL CITY EMPLOYMENT CENTER – INDUSTRY BREAKDOWN

	National City employment center			Region	
	Number of jobs	Percentage/ rank	Number of jobs	Percentage/ rank	% change since February
Retail trade	5,822	17% (1)	156,612	10% (2)	-5%
Department of Defense	5,396	16% (2)	22,500	1% (20)	1%
Health care and social assistance	5,148	15% (3)	199,700	13% (1)	-4%
Manufacturing	2,814	8% (4)	109,234	7% (5)	-6%
Food services	2,448	7% (5)	131,594	9% (4)	-13%
Local government education	1,847	6% (6)	80,300	5% (8)	-15%
Construction	1,803	5% (7)	83,498	5% (7)	3%
Other services	1,541	5% (8)	69,124	5% (9)	-17%
Professional, scientific, technical	1,384	4% (9)	148,766	10% (3)	0%
Administrative, support, waste services	1,188	4% (10)	91,519	6% (6)	2%
Transportation and warehousing	1,062	3% (11)	36,183	2% (15)	-3%
Wholesale trade	1,061	3% (12)	46,625	3% (11)	-11%
Finance and insurance	484	1% (13)	47,848	3% (10)	-2%
Local government	375	1% (14)	37,429	2% (14)	-2%
Real estate, rental, leasing	346	1% (15)	38,582	3% (13)	-7%
Information	257	1% (16)	26,262	2% (19)	-15%
Educational services	211	1% (17)	32,892	2% (17)	-17%
Accommodation	171	1% (18)	33,094	2% (16)	-39%
Management of companies/enterprises	163	1% (19)	21,500	1% (21)	-6%
Arts, entertainment, recreation	104	<1% (20)	45,639	3% (12)	-52%
Federal government	24	<1% (21)	11,454	1% (22)	5%
Mining and logging	6	<1% (22)	300	<1% (26)	0%
Utilities	5	<1% (23)	7,208	<1% (24)	0%
State government education	0	0% (24)	31,600	2% (18)	-16%
Farm	0	0% (25)	9,000	1% (23)	0%
State government	0	0% (26)	7,037	<1% (25)	2%
<b>Total</b>	<b>33,660</b>		<b>1,525,500</b>		-7%



# UNEMPLOYMENT RATES



Source: Employment Development Department Industry employment and LAUS databases Release date November 20, 2020

# THANK YOU!

## Keep up to date with SANDAG

[sandag.org](http://sandag.org)

[sdforward.com](http://sdforward.com)

[iCommutesd.com](http://iCommutesd.com)

[youtube.com/user/SANDAGREGION](https://youtube.com/user/SANDAGREGION)

[@SANDAGregion](https://twitter.com/SANDAGregion)



**Stephanie Guichard, Ph.D**  
Senior Economist

#### DATA SCIENCE AND ANALYTICS AT SANDAG

As the regional leader in economic analysis, the SANDAG Data Science and Analytics team uses complex, descriptive, and predictive data to inform and support policy decisions that promote economic, social, and environmental prosperity in the San Diego region. The team works to provide critical information for policy makers and elected officials to make intelligent investments for the San Diego region.



# Covid-19 Response Roundtable

**Leah Yam**

**Director of Communications & Sales  
Marine Group Boat Works**









# HAUL REPAIR REFIT CONSTRUCT



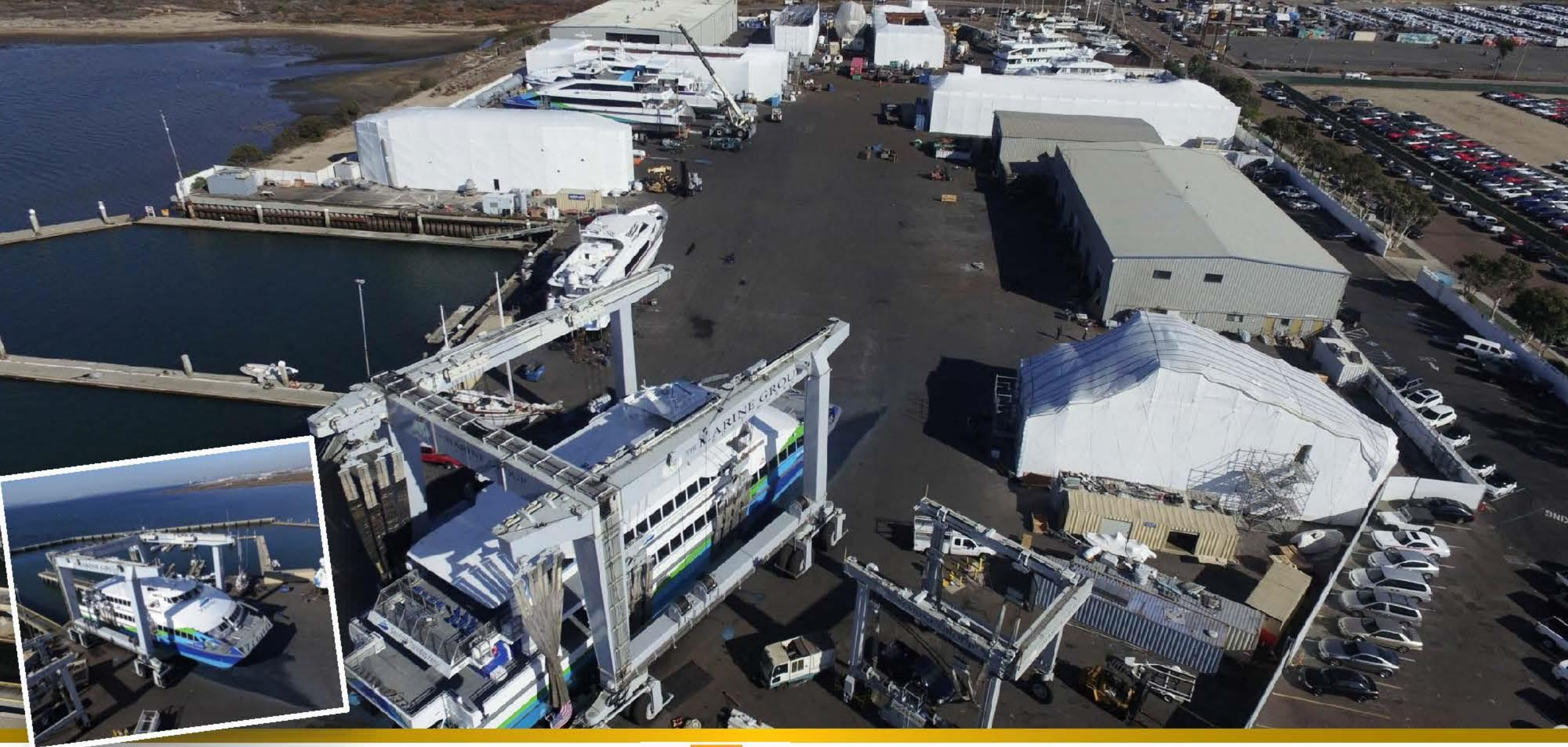
MARINE GROUP  
BOAT WORKS

**Revival of California Shipbuilding & Repair**

**Leah Yam, Communications Director**

**[leah@marinegroupbw.com](mailto:leah@marinegroupbw.com) | 619-621-2220**





**San Diego Headquarters  
Chula Vista, CA**



**Home of the 665-ton Travelift**





**San Diego New Construction Facility, 1 mile away**  
**500 kW Solar Panel System**  
**National City, CA**

**Top 10 Solar States**

Countdown

**1**

**California**







**Cabo Repair Facility, San Jose del Cabo**  
**150-ton travelift, 28' beam capacity**  
**100 slots for Dry Boat Storage**

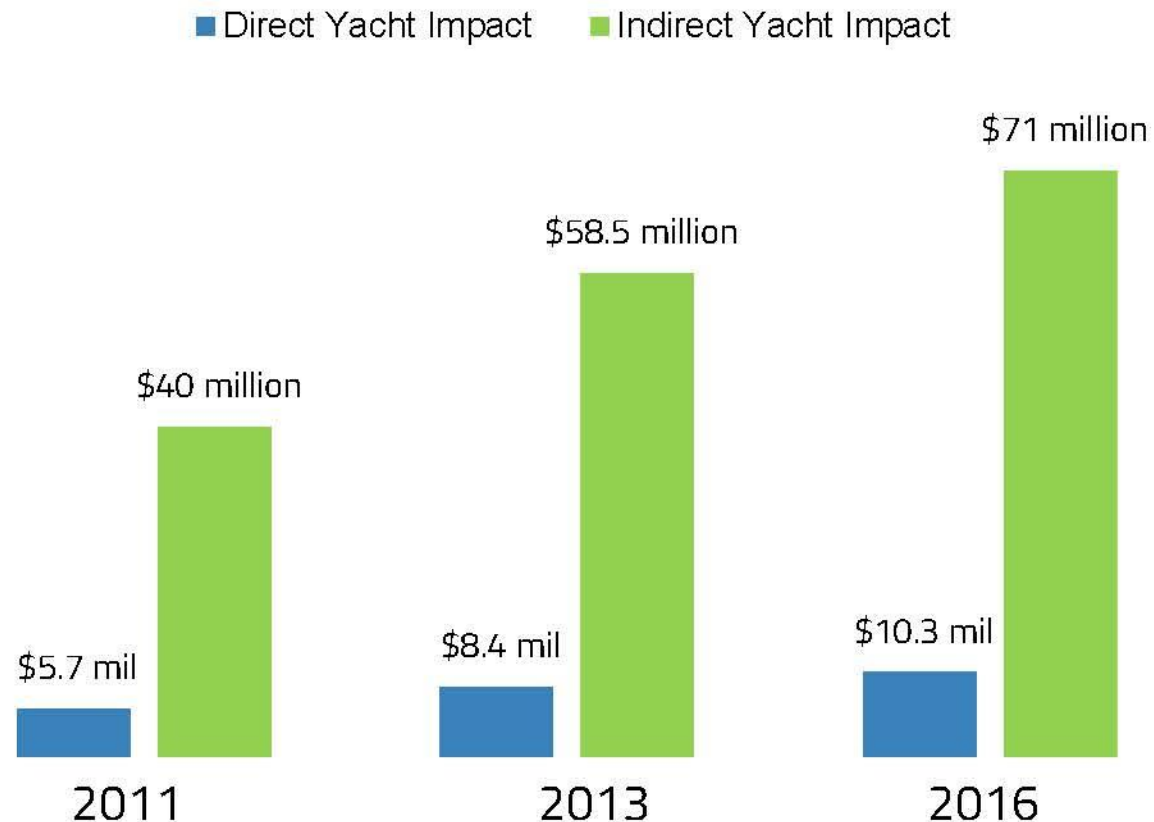




# Economic Impact for California

## From Private Yacht Refits/Repairs

### MGBW's Large Yacht Revenue



MGBW historically doubles its revenue every 5 years.

According to 2002 economic study conducted for the Marine Industries Association of South Florida and the Broward Alliance, for **every \$1 spent on yacht repairs, another \$7 goes into the local economy**

**WEAR FACE COVERINGS**

**WASH YOUR HANDS**

**STAY 6 FEET APART**

**CHECK TEMPERATURES**

**COVID SAFE**

**YOUR HEALTH  
STARTS WITH  
YOU**





**PROUD TO BE LOCAL**

BUY LOCAL · SUPPORT LOCAL

**LUNCH2GO  
ON US!**



# **MGBW'S BOOTS REIMBURSEMENT PROGRAM**

**Deadline: 12/11/20**





# MGBW'S DRIVE-THRU PARADE OF LIGHTS

WEDNESDAY, NOVEMBER 27, 6:00P-8:00P

- Drive-Thru Light Show
- Holiday Music
- Goodie Boxes
- Santa's Gift Station
- The Grinch's Grab Bag
- Tunnel of Lights

**PLUS:** Your chance to win \$500 in a car decorating contest!





# Covid-19 Response Roundtable

**Anthony Paolino**

Manager of Communications and Strategic Outreach  
Nassco





# Covid-19 Response Roundtable

**Christina Marquez**

Outreach Coordinator Electrical Training Institute







International Brotherhood of  
Electrical Workers

IBEW Local 569 of San Diego  
and Imperial Counties  
represents 3,400 working families.

[www.ibew569.org](http://www.ibew569.org)



ELECTRICAL  
APPRENTICESHIP

[etiedu.org](http://etiedu.org)



National Electrical Contractors  
Association

NECA San Diego represents  
over 150 Contractors the  
Apprentices and Journeyman  
could go to work for.

[www.necasandiego.com](http://www.necasandiego.com)



# Working non-stop!



- We are considered **essential workers** and have not stopped working during the pandemic. Electricians run regular power, temporary power, and emergency power to everything. Including: hospitals, pharmacies, grocery stores, bio tech labs, police agencies, fire departments, schools, your homes, the list goes on and on.....
- Together during the pandemic: IBEW 569, NECA, and ETI has ensured everyone is safe while working and during training with safety measure of temperature checks, face coverings required, extra hand sanitizing stations, and socially distanced work areas.

# Apprenticeship and Entry Level Positions available!

We provide electrical apprenticeship training with good wages, family healthcare, retirement benefits and college credits. Our apprenticeship and union recruit talent from the local community including high schools and veteran programs.

Entry level job opportunities help you to gain valuable construction experience recommended for apprenticeship.



## **Apprentice programs**

ETI: 4675 Viewridge Ave.  
San Diego, CA 92123

- Inside Wire ~ 5 year, Start \$19.06
- Sound & Telecom. ~ 4 year, Start \$21.42
- Pre-Apprenticeship ~ 8 weeks, Stipend of \$500



## **Entry Level classifications**

IBEW 569: 4545 Viewridge Ave.  
San Diego, CA 92123

- Street Light Tech 5 (Tech 5), Start \$15.30
- Construction Wireman 1 (CW1), Start \$14
- Material Handler 3 (MH3), Start \$13



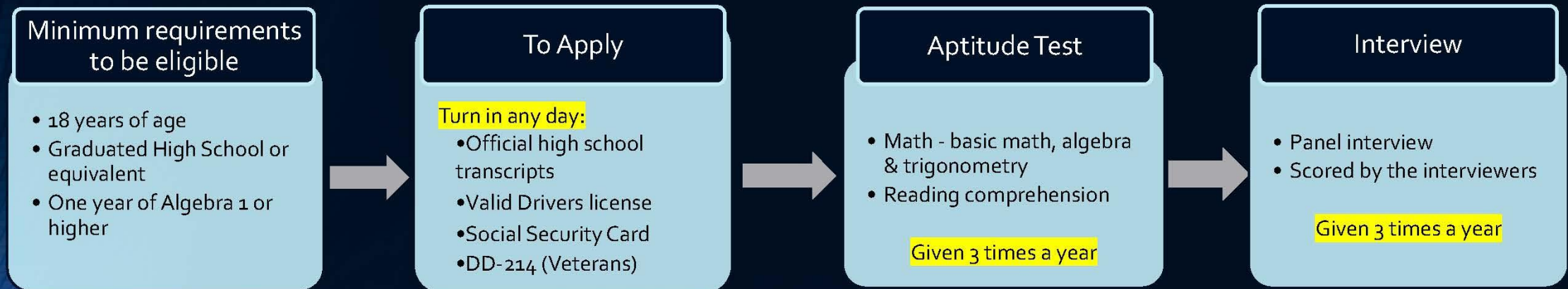
# To sign up for entry level work:

Go to: IBEW Local 569 ~ 4545 Viewridge Ave. SD, CA. 92123

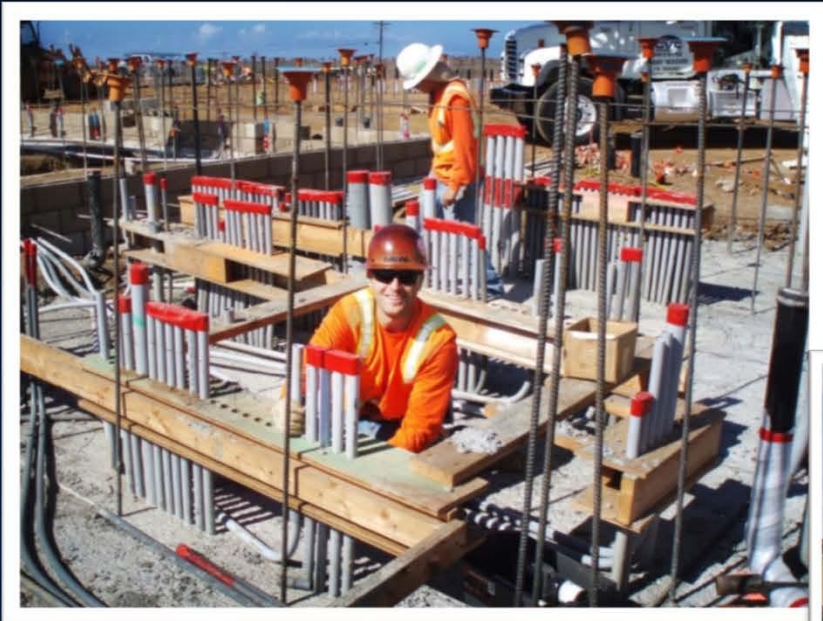
- If you have NO experience, ask to sign the entry level books.
- If you have experience, please call 858-569-8900 and ask to make an appointment with an organizer.
- You will be eligible to “take a call” on the next business day.
- “Take a call” means to get a job.
- Everyday after 5pm call the job hotline 858-569-8939 or check the website [ibew569.org](http://ibew569.org) for available calls for the next business day in the classifications you signed up for.

# Apprentice Application Process

etiedu.org











IBEW Local 569  
4545 Viewridge Ave  
San Diego, CA 92123  
858-569-8900  
[ibew569.org](http://ibew569.org)



Electrical Training Institute  
4675 Viewridge Ave.  
San Diego, CA 92123  
858-569-6633  
[etiedu.org](http://etiedu.org)



NECA San Diego  
9350 Waxie Way, #540  
San Diego, CA 92123  
858-571-6322  
[necasandiego.org](http://necasandiego.org)

Cristina Márquez ~ Outreach Coordinator  
[cmarquez@sdett.org](mailto:cmarquez@sdett.org) 858-569-6633 ext. 462





# Covid-19 Response Roundtable

**Morgan Appel**

Asst. dean Education and Community Outreach  
UCSD Extension





## Department of Education and Community Outreach

December 7, 2020

[extension.ucsd.edu](https://extension.ucsd.edu)



# YOUR FUTURE STARTS HERE

Whether it lies in postsecondary education or the burgeoning new-collar economy, your future begins at UC San Diego Extension.

Designed for high school students and parents, *Futures* is a series of pathway programs in high-demand fields, including technology; life sciences; and business management. In 2020-2021, Futures will expand to include AutoCAD; Design; Multimedia Broadcasting; Engineering; among others, offered in both English and Spanish. Courses available online and in-person (public health conditions permitting)

*Futures* provides academic credit and certification, internships, professional employment, and opportunities for educational advancement. Scholarships are available.

# FUTURES AT UC SAN DIEGO EXTENSION

**Website/Front-End Web Development:** In this nine-month program, participants will develop engaging websites and applications using HTML5, CSS3, JavaScript and jQuery.

**Life Sciences Research:** In partnership with the Boz Institute, this program affords students opportunities to become immersed in the life sciences, undertaking a unique applied research project in biodiversity and neurobiology and/or molecular biology.

**iOS Programming:** Through the course of this program, students become proficient in iOS, a mobile operating system developed by Apple exclusively for use with its hardware, including iPhone, iPad and iTouch. iOS serves as the foundation for dynamic end user interactivity such as swiping, tapping and pinching.



# FUTURES AT UC SAN DIEGO EXTENSION

**Business and Management:** Business management encompasses logistics and coordination of activities in an organizational enterprise. In this program, students develop a practical understanding of process management and resource allocation as a means to achieve business objectives.

**Auto CAD:** In this program, students use AutoCAD to draft CAD symbols, kitchen and bath fixtures, and then create a floor plan. They will draw on layers, add text, dimensions and will plot the drawing at a scale. Students will master two-dimensional (2D) drawing commands, dimensioning, layering systems, and drafting techniques. By the end of this program, students will have gained practical experience developing and assembling a construction document, including plotting, creating drafting symbols, fixtures and a floor plan.

# UNIVERSITY OF CALIFORNIA TELEVISION (UCTV)

Whether you're a preteen exploring robotics, a high schooler filling out college applications, a parent struggling with distance learning or an individual seeking out new professional opportunities in a changing workforce, UCTV has something for you. Our programming offers high-quality resources for learners of all ages.



# UNIVERSITY OF CALIFORNIA TELEVISION (UCTV)

**The Education Channel at UCTV:** Supported by the Department of Education and Community Outreach at UC San Diego Extension, the Education Channel is a partner to educators, a resource for parents, and a way for students across the lifespan to continue learning and growing. Our evolving lineup of programs is designed to support educational goals and encourage creativity during the pandemic and beyond. <https://www.uctv.tv/education/>

**The Career Channel at UCTV:** The focus of *The Career Channel* is to help bridge to areas of better employment. Our objective is to serve as an unbiased provider of information, tools and experts to help the identify newly emerging areas of career opportunity and to develop paths and plans for necessary reskilling. We accomplish this through research, reporting and public dialogue utilizing the multi-media channels of video, radio and print. <https://uctv.tv/careers/>



For additional information, please contact:

Morgan Appel, Assistant Dean  
Education and Community Outreach  
UC San Diego Extension  
9500 Gilman Drive, MC 0170-N  
La Jolla, California 92093-0170

[mappel@ucsd.edu](mailto:mappel@ucsd.edu)

858-534-9273

[extension.ucsd.edu](http://extension.ucsd.edu)



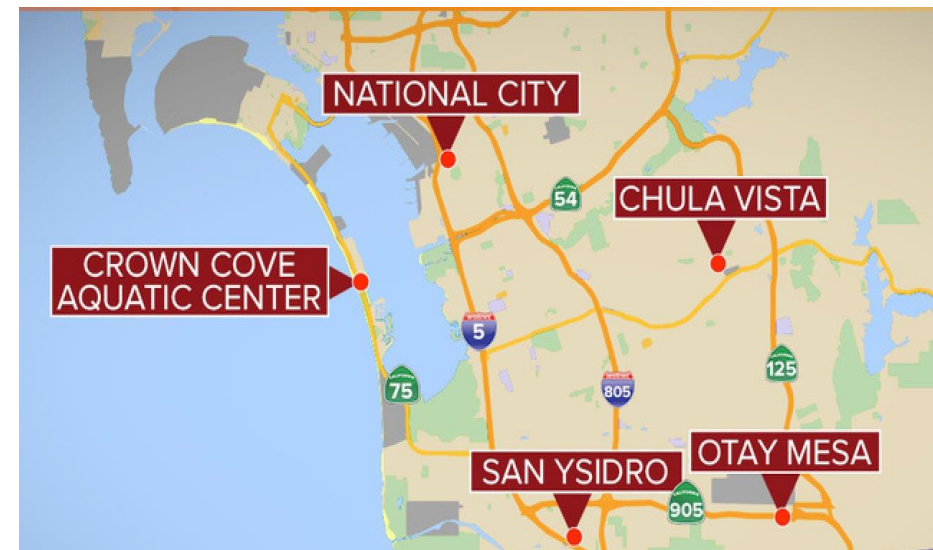


# Covid-19 Response Roundtable

**Christine Perri**

**Dean Southwestern College**





Christine Perri, Dean - Higher Education Center at National City  
[cperri@swccd.edu](mailto:cperri@swccd.edu)



# Higher Education Centers at National City & Otay Mesa

## National City

- Dental Hygiene
- Medical Laboratory Technology
- Medical Office Professions
  - CPR & First Aid

## Otay Mesa

- Police Academy
- Nursing & Health Occupations
- Fire Science Technology
- EMT & Paramedic

# All Other Classes Offered in a Remote/Online Format

**DID YOU KNOW?** Did you know Southwestern College offers a **technology loaner program**?

It is available for students who do not have access to technology at home and are in need of a loaner computer or other technology to participate in credit or noncredit courses for the spring 2021 semester. Learn more and submit a request for the CONNECTS Student Loaner Program at: <https://www.swccd.edu/administration/office-of-student-services/>



Did you know Southwestern College has a **FREE Drive-Up Wifi Zone**?

The FREE Drive-Up Wifi Zone is available for students who do not have access to the internet and is located right by the College Police Building (Parking Lot D). A Southwestern College ID on the student's car dashboard is needed for verification OR a printed copy of the student's registration statement or class schedule.

For more information visit: [www.swccd.edu/administration/institutional-technology/network-and-infrastructure](https://www.swccd.edu/administration/institutional-technology/network-and-infrastructure)

Health & Wellness  
Library

TUTORING

Bookstore  
Student Clubs

COUNSELING



# FREE Non-credit Classes

**Customer Service Superior  
Service Series**

**Family Childcare Business**

**Entry Level English as a  
Second Language (ESL)**

***NEW!* Infant, Child and  
Adolescent Development**

**Coping with Job/Career Change**

**Retraining Readiness**

**Tax Preparation/Income  
Tax Certificate**

**Career Research—Using the Internet**





# Covid-19 Response Roundtable

**Ryan Burke**

Director of Adult Education SUHSD







# National City Smart Growth









Q&A

